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Home Testing Institute
Box 5500, New Hyde Park, N.Y. 11040

Dear Member:

With this letter I am sending you 5 packs each of two different Test Cigarettes, along with a report form (on the reverse side of this letter) which is to be filled out after you have smoked them.

1. All of these cigarettes should be smoked only by the person whose name appears on the label above. This is because I would like a very selected group of people to try these cigarettes.

2. Please start by smoking the five packs of the Merit Ultra Lights cigarettes in the blue pack (and no other cigarettes as long as those five last). The idea is to smoke them all so that you are sure of your opinions.

3. As soon as you have finished the Merit Ultra Lights cigarettes in the blue pack please fill out the answers to Part A on the other side of this letter.

4. Then smoke the five packs of the Merit Ultra Lights cigarettes in the yellow pack (and no others). When the Merit Ultra Lights cigarettes in the yellow pack are finished, answer Part B of the report form.

5. About 10 days from the time you receive these cigarettes, we will telephone you to get your reactions to them. You can use the completed report form to help you recall your reactions to the Test Cigarettes at the time you smoked them.

That's all there is to it! I hope you can start this test right away, as I am most eager to have your opinions.

Cordially,

Janet Hall, Director

P.S. PLEASE DO NOT RETURN THIS FORM.

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Source: https://www.industrydocuments.ucsf.edu/docs/jmpj0004